



WXYZ

ORDER

Print Date 10/26/12 Page 1 of 4

Flight Dates **10/22/12-11/06/12**

Contract / Revision **315358 /** **DIBC2 Detroit Int Bridge Co 2012**

Original Date / Revision Agency Com 15%

10/19/12 10/19/12 Billing Contact

Advertiser **The People Should Decide C**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact Sales Office EWSDC

814 King Street - Suite 400
Alexandria, VA 22314-3039 Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **C22N06**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |

Order Share 28% Market Value 320892

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WADL | % | 0 |
| WDIV | 28% | 89850 |
| WDWB | % | 0 |
| WJBK | 25% | 80223 |
| WKBD | % | 0 |
| WLPC | % | 0 |
| WPXD | % | 0 |
| WTVS | % | 0 |
| WWJ | 19% | 60969 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012 | 26 | \$29,835.00 | \$35,100.00 | 0.00 | 10/01/12 | 10/28/12 | 26 | \$29,835.00 | \$35,100.00 |
| November 2012 | 39 | \$46,537.50 | \$54,750.00 | 0.00 | 10/29/12 | 11/06/12 | 39 | \$46,537.50 | \$54,750.00 |
| Totals | 65 | \$76,372.50 | \$89,850.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|----------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|----------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | WXYZ | 10/22/12 | 10/26/12 | 12-1pm M-F 12-1pm | CM | 12-1pm | M-W-F-- | :30 | 3 | \$1,500.00 | FX | 0.00 NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | M-W-F-- | 3 | | \$1,500.00 | | 0.00 | | | | | |
| N 2 | WXYZ | 10/29/12 | 11/02/12 | 12-1pm M-F 12-1pm | CM | 12-1pm | M-W-F-- | :30 | 3 | \$1,500.00 | FX | 0.00 NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | M-W-F-- | 3 | | \$1,500.00 | | 0.00 | | | | | |
| N 3 | WXYZ | 11/05/12 | 11/05/12 | 12-1pm M-F 12-1pm | CM | 12-1pm | M----- | :30 | 1 | \$1,500.00 | FX | 0.00 NM | 1 | \$1,500.00 |



WXYZ

Print Date: 10/26/12

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Contract / Revision **315358** Flight Dates **10/22/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C22N06**

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|---------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 3 | WXYZ | 11/05/12 | 11/05/12 | 12-1pm M-F 12-1pm | CM | 12-1pm | M----- | :30 | 1 | \$1,500.00 | FX | 0.00 NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,500.00 | | 0.00 | | |
| N 4 | WXYZ | 10/22/12 | 10/26/12 | M-F 1p-2p The Chew | CM | 1-2pm M-F | M-W-F-- | :30 | 3 | \$1,500.00 | FX | 0.00 NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | M-W-F-- | | | | | 3 | \$1,500.00 | | 0.00 | | |
| N 5 | WXYZ | 10/29/12 | 11/02/12 | M-F 1p-2p The Chew | CM | 1-2pm M-F | M-W-F-- | :30 | 3 | \$1,500.00 | FX | 0.00 NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | M-W-F-- | | | | | 3 | \$1,500.00 | | 0.00 | | |
| N 6 | WXYZ | 11/05/12 | 11/05/12 | M-F 1p-2p The Chew | CM | 1-2pm M-F | M----- | :30 | 1 | \$1,500.00 | FX | 0.00 NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,500.00 | | 0.00 | | |
| N 7 | WXYZ | 10/23/12 | 10/25/12 | M-F 4-5pm Dr. Oz | CM | 4-5pm M-F | -T-T-- | :30 | 2 | \$1,800.00 | FX | 0.00 NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -T-T-- | | | | | 2 | \$1,800.00 | | 0.00 | | |
| N 8 | WXYZ | 10/29/12 | 11/02/12 | M-F 4-5pm Dr. Oz | CM | 4-5pm M-F | M-W-F-- | :30 | 3 | \$1,800.00 | FX | 0.00 NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | M-W-F-- | | | | | 3 | \$1,800.00 | | 0.00 | | |
| N 9 | WXYZ | 11/05/12 | 11/05/12 | M-F 4-5pm Dr. Oz | CM | 4-5pm M-F | M----- | :30 | 1 | \$1,800.00 | FX | 0.00 NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,800.00 | | 0.00 | | |
| N 10 | WXYZ | 10/23/12 | 10/25/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | -T-T-- | :30 | 2 | \$900.00 | FX | 0.00 NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -T-T-- | | | | | 2 | \$900.00 | | 0.00 | | |
| N 11 | WXYZ | 10/30/12 | 11/01/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | -T-T-- | :30 | 2 | \$900.00 | FX | 0.00 NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | -T-T-- | | | | | 2 | \$900.00 | | 0.00 | | |
| N 12 | WXYZ | 11/05/12 | 11/06/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | MT----- | :30 | 2 | \$900.00 | FX | 0.00 NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 2 | \$900.00 | | 0.00 | | |
| N 13 | WXYZ | 10/22/12 | 10/26/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | M-W-F-- | :30 | 3 | \$2,000.00 | FX | 0.00 NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | M-W-F-- | | | | | 3 | \$2,000.00 | | 0.00 | | |
| N 14 | WXYZ | 10/29/12 | 11/02/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | M--F-- | :30 | 2 | \$2,000.00 | FX | 0.00 NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | M--F-- | | | | | 2 | \$2,000.00 | | 0.00 | | |
| N 15 | WXYZ | 11/05/12 | 11/06/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | MT----- | :30 | 2 | \$2,000.00 | FX | 0.00 NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |



WXYZ

Print Date: 10/26/12

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Contract / Revision **315358** Flight Dates **10/22/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C22N06**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|----------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N15 | WXYZ | 11/05/12 | 11/06/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | MT----- | :30 | 2 | \$2,000.00 | FX | 0.00 | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 2 | \$2,000.00 | | 0.00 | | | |
| N16 | WXYZ | 10/22/12 | 10/26/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | M-W-F-- | :30 | 3 | \$2,000.00 | FX | 0.00 | NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | M-W-F-- | | | | | 3 | \$2,000.00 | | 0.00 | | | |
| N17 | WXYZ | 10/29/12 | 11/02/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | M-W-F-- | :30 | 3 | \$2,000.00 | FX | 0.00 | NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M-W-F-- | | | | | 3 | \$2,000.00 | | 0.00 | | | |
| N18 | WXYZ | 11/05/12 | 11/06/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | MT----- | :30 | 2 | \$2,000.00 | FX | 0.00 | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 2 | \$2,000.00 | | 0.00 | | | |
| N19 | WXYZ | 10/22/12 | 10/26/12 | M-F 9a-10a M-F 9a-10a | CM | 9-10am M-F | -T-T--- | :30 | 2 | \$1,500.00 | FX | 0.00 | NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -T-T--- | | | | | 2 | \$1,500.00 | | 0.00 | | | |
| N20 | WXYZ | 10/29/12 | 11/02/12 | M-F 9a-10a M-F 9a-10a | CM | 9-10am M-F | M-W-F-- | :30 | 3 | \$1,500.00 | FX | 0.00 | NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M-W-F-- | | | | | 3 | \$1,500.00 | | 0.00 | | | |
| N21 | WXYZ | 11/05/12 | 11/06/12 | M-F 9a-10a M-F 9a-10a | CM | 9-10am M-F | MT----- | :30 | 2 | \$1,500.00 | FX | 0.00 | NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | | 2 | \$1,500.00 | | 0.00 | | | |
| N22 | WXYZ | 10/27/12 | 11/03/12 | Action News SAT 6am Action News SAT 6am | CM | SAT 6-7am | -----S- | :30 | 1 | \$1,200.00 | FX | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| N23 | WXYZ | 10/27/12 | 11/03/12 | Action News SAT 8am Action News SAT 8am | CM | SAT 8-9am | -----S- | :30 | 1 | \$1,200.00 | FX | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| N24 | WXYZ | 10/25/12 | 10/26/12 | M-F 1205a-105a Jimmy Kimmel Live | CM | 1205am-105am | M---TF-- | :30 | 2 | \$750.00 | FX | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ---TF-- | | | | | 2 | \$750.00 | | 0.00 | | | |
| N25 | WXYZ | 11/01/12 | 11/02/12 | M-F 1205a-105a Jimmy Kimmel Live | CM | 1205am-105am | M---TF-- | :30 | 2 | \$750.00 | FX | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---TF-- | | | | | 2 | \$750.00 | | 0.00 | | | |
| N26 | WXYZ | 11/05/12 | 11/05/12 | M-F 1205a-105a Jimmy Kimmel Live | CM | 1205am-105am | M----- | :30 | 1 | \$750.00 | FX | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$750.00 | | 0.00 | | | |
| N27 | WXYZ | 10/27/12 | 11/03/12 | | CM | 1230am-130am | -----S- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 2 | \$500.00 |

| | | | | | | | | | | | | | Totals | | |
|-------|------|-------------------|-----------------|---------------------|-------|-------------------|---------|-------------|-------|---------------|-----|----------|--------|----------|--|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount | |
| | | | | SA 1230a-130a | | | | | | | | | | | |
| | | | | SA 1230a-130a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | 1 | | \$250.00 | | 0.00 | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | 1 | | \$250.00 | | 0.00 | | | | | |
| N28 | WXYZ | 10/27/12 | 11/03/12 | SA 1a-2a | CM | 1am-2am | -----S- | :30 | 1 | \$175.00 | P-3 | 0.00 NM | 2 | \$350.00 | |
| | | | | SA 1a-2a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | 1 | | \$175.00 | | 0.00 | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | 1 | | \$175.00 | | 0.00 | | | | | |
| N29 | WXYZ | 10/28/12 | 11/04/12 | SU 1a-2a | CM | 1am-2am | -----S | :30 | 1 | \$175.00 | P-3 | 0.00 NM | 2 | | |
| | | | | SU 1a-2a | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | 1 | | \$175.00 | | 0.00 | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | 1 | | \$175.00 | | 0.00 | | | | | |
| N30 | WXYZ | 10/28/12 | 11/04/12 | Action News SUN 8am | CM | Sun 8-930am | -----S | :30 | 1 | \$1,200.00 | FX | 0.00 NM | 2 | | |
| | | | | Action News SUN 8am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | 1 | | \$1,200.00 | | 0.00 | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | 1 | | \$1,200.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | | |